

# ERIC BLOCK

## DESIGN PORTFOLIO



905 - 327 - 2952



[eric@ericblockdesign.com](mailto:eric@ericblockdesign.com)



[www.ericblockdesign.com](http://www.ericblockdesign.com)

# MAGAZINE

## COVERS & SPREADS

Photoshop, InDesign, Illustrator

This project involved the creation of a cover, nameplate, and spreads for an originally named fictional pop-culture magazine.



**HOW TO GET OUT OF A RUT**  
By Kendra Cherry

We all go through periods where we feel like we might be stuck in a rut.

Being "stuck" is something you may not even realize at first. These feelings often build slowly over time. One after the other, you might follow your same routines. Eventually, it feels less like you are working toward something and more like you're just killing time. Here are some of the signs that you might be stuck in a rut.

**Every day seems the same.** You might even have trouble remembering what day of the week it is. Is it Monday, or is it Friday? It doesn't matter because your day feels indistinguishable from any another.

**You feel like you're just trying to get through another day.** Your goals in life keep piling up but float off the other end of the day to never, you don't feel excited or inspired.

**You feel unsatisfied.** You might want to take on new projects or engage in creative tasks, but it feels like your motivation has run dry. You just can't seem to get started.

**You feel unfulfilled.** Life feels dull and boring. You want to try new things, but you don't know where to begin.

**You want to change, but fear the temporary discomfort that comes with it.** You know that changing things up will make you happier in the long run, but you keep sticking with the status quo because it means you won't have to risk any painful failures.

Sometimes these feelings may be more than just being stuck in a rut. Such feelings may be a sign of something more serious, such as persistent depressive disorder (PDD).

This mild, but chronic, mood disorder is characterized by symptoms that are less severe than depression but can often be longer-lasting.

People often experience these symptoms for years without recognizing that what they're feeling is actually a form of depression. Low mood, decreased energy, loss of interest, and loss of pleasure are all common symptoms of this condition.

If you suspect that you may be experiencing PDD, talk to your doctor about your symptoms.

**505MAG//226**

**13 ART NOUVEAU AND THE 1960'S.**  
Understanding the correlation between this art movement and the swinging sixties.  
By Hannah Benedict

**20 EVOLUTION OF BAND POSTERS.**  
How gig posters have evolved over the years.  
By Day Hines

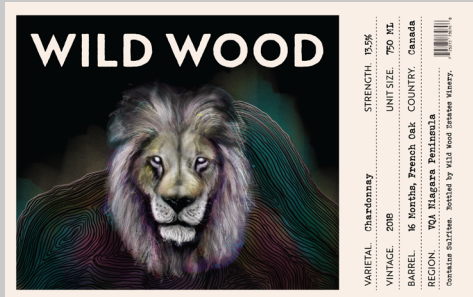
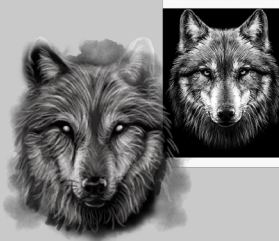
**28 7 HABITS OF ALL SUCCESSFUL CREATIVES.**  
From naming layers to meditation, 7 great tips to jump start your creativity.  
By Hannah Benedict

**FEATURES**  
ON THE COVER: Photograph by Rodrigo Amatozzi

**32 SILICON VALLEY IS MICRO-DOSING.**  
Silicon Valley Is Micro-Dosing 'Magic Mushrooms' To Boost Their Careers.  
By Jack Kelly

**40 HOW TO GET OUT OF A RUT.**  
Psychological Strategies to Get Unstuck.  
By Kendra Cherry

**NOVEMBER, 2020**



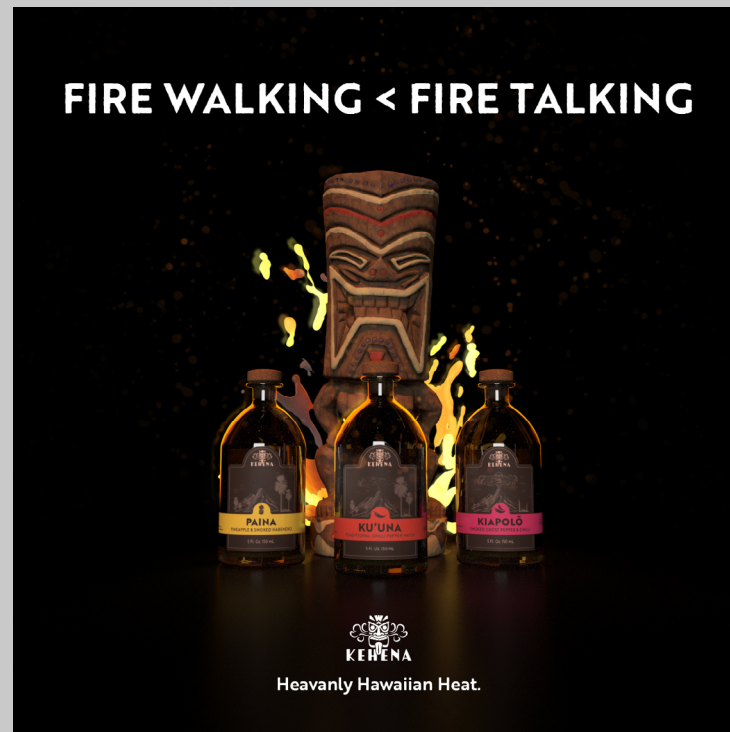
# WINE

## LABELS & MOCK-UP

Photoshop, Illustrator,  
Dimensions

This project involved the creation of three different wine labels, and their associated packaging. The animals are reminiscent of their varietals and were painted in Photoshop. A 3D Burgundy wine bottle was made in Illustrator and Photoshop then finally mocked up and rendered using Dimensions.





## HOT SAUCE

### LABELS & ADS

Photoshop, Illustrator,  
Dimensions

This project involved the creation of a brand identity for a fictitious hot sauce and labels for a series of three sauces. Die lines were created for each label along with a spot varnish. From there the sauce was mocked up in a 3D format and used to create a series of advertisements; one full page print, and one Instagram.





# TEMPO PLASTICS

## PACKAGE DESIGN

Photoshop, Illustrator

This project was given in the form of a contest. Tempo plastics wanted a design that was eye-catching and showed off their new printing techniques. All while looking like a real brand.

This project included working with die lines spot colours and varnishes, and making sure files are ready for print.

My design won second place in my graduating class.



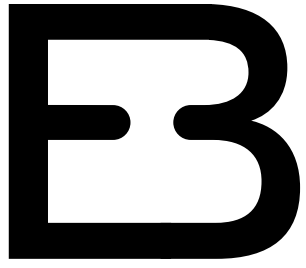


## BROCHURE

### IMAGERY & LAYOUT

Photoshop, Illustrator,  
InDesign

This project we were assigned real world clients, I was paired up with Huronia Symphony Orchestra. The main demographic of the client is the elderly. The brochure was designed with the older age demographic in mind making important information easy and clear to read.



# ERIC BLOCK

## DESIGN PORTFOLIO



905 - 327 - 2952



[eric@ericblockdesign.com](mailto:eric@ericblockdesign.com)



[www.ericblockdesign.com](http://www.ericblockdesign.com)